PARLIAMENT CONTRACT APPROVAL REQUEST

PROJECT: Parliament Party Zone

PROJECT CODE: E-29-30-52-53- (Winter, Spring, Summer, Miami & Urban Markets)

VENDOR: Gary M Reynolds, Inc.

FINANCIAL IMPACT: $2,699,095

		1996	1995
FINANCIAL ELEMENTS:	Management Fee	$410,000	$ 380,000
	Materials & Vehicles	$552,815	$ 395,323
	Labor	$1,736,280	$1,303.064
	TOTAL	$2,699,095	$2,078,387

RESPONSIBILITY: J. Yvette Robinson
Manager, Event Marketing

Edna Moore
Group Manager, Event Marketing

PROJECT DESCRIPTION:
The 1996 Parliament Party Zone bar night program will be executed in 11 markets from February 9 through December 14, 1996. The markets include: Vermont, Hunter Mountain, NY; Cape Code, Rhode Island, Hamptons, North & South Jersey (Jersey Shore) & Fire Island; Miami, Philadelphia, New York and Boston.

Responsibilities include: Devising and implementing continuous evolutionary components to the program, creative development and execution, clubs research, negotiation, talent booking and management, staffing the teams, distribution of incentives, implementation of agreed upon activities, name generation, securing bars and sites for events, video recap, warehousing of incentives, storage and maintenance of vehicles.

BUDGET IMPLICATIONS:
These costs were included in the approved budget for the 1996 Parliament Party Zone program.

COMPETITIVE BID:
See attached

2042390276

Source: https://www.industrydocuments.ucsf.edu/docs/gxvy0004

APPROVALS:

J. Yvette Robinson _____ _____

E. Moore _____ _____

I. Broeman _____ _____

M. Mahan _____ _____

Bob Mikulay _____ _____

For your signature

Budgets/Accounting: B. Colby _____ _____

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